

Abstract

Title: Proposal for improving the game day experience in the ELH based on the NHL

Objectives: The main goal of the diploma thesis is to suggest the program arrangement of the game day for the visitors of the Czech hockey league. The thesis targets on new features appropriate for the Czech environment but also for the improvement of the current ones. Another goal of the thesis is to describe the attitude of the game day management teams to the accompanying program in ELH and NHL which represent the image of the league itself.

Methods: The main sources for collecting the data are as the following: a structured observation and in-depth interviews. All of the information is collected based on the questions created for the purpose of the thesis. The theoretical part of the thesis is based on the literature sources and the consultations with experts in the field of the Czech and Canadian-American icehockey.

Results: The main result of the diploma thesis is the suggestion for the improvement of the gameday program of the club HC Sparta Praha. The suggestion was prepared based on the analysis using the methods stated above. The suggestion includes elements usable in front of the arena before the game starts. The other elements cover the program inside of the arena and during the game itself.

Keywords: Ice hockey, accompanying program, HC Sparta Praha, Tampa Bay Lightning, event marketing

